ORDER

37464 08876422 BERKLEY/SENATE/D

KLAS

Flight Dates:

Order / Rev:

Alt Order #: Product Desc:

Estimate:

Original Date / Rev:

Order Type:

10/02/12 - 10/08/12

10/01/12 / 10/01/12

GENERAL

Primary AE: Sales Office:

Sales Region:

Mike Jones

K-WAS National

Agency Name:

Buying Contact:

Billing Contact:

1831 Chestnut St. Philadelphia, PA 19103

Shorr Johnson Magnus

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

15%

Broadcast EOM/EOC

Advertiser

Orders

Name:

Berkley, Shelley - D-USS

Demographic:

A35+ PO1

LV1

Product Codes: Priority:

Revenue Codes:

AGY, POL, CAND

New Business Thru: Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	art Date End Date		Gross Amount	Net Amount		
10/01/12	10/08/12	30	\$17,950.00	\$15,257.50		

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Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	30	\$17,950.00	\$15,257.50	0.00	
Totals	30	\$17,950.00	\$15,257.50	0.00	

00:15:00

Account Executives

Order % Account Executive Sales Office Sales Region Start Date / End Date 100% Start Of Order - End Of Order Mike Jones

Order Share	Share	Total		
KLAS	30%	\$17,950.00		
Market	100%	\$59,833.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$14,958.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$2,991.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/02/12	10/08/12	CBS This Morning		7-9a	MTWTF	:30	5	\$200.00LV2	0.00 NM	5	\$1,000.00
	EARLY	SHOW											
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10/	02/12	10/08/12	MTWTF	5	\$200.00	0.00						
E 2	8	10/02/12	2 10/08/12	8 News Now Nooi	n M-F CM	12-1230p	MTWTF	:30	4	\$325.00LV2	0.00 NM	4	\$1,300.00
				8 News Now Noo	n M-F						1		

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Order / Rev: 37464 Advertiser: Berkley, Shelley - D-USS Alt Order #: 08876422 Product Desc: BERKLEY/SENATE/D KLAS 10/02/12 - 10/08/12 Flight Dates: Estimate:

Ln Ch Start End NEWS	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type_	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays Spots/Week	Rate Rating \$325.00 0.00					
E 3 8 10/02/12 10/08/12	Ellen CM Ellen	3-4p MTWTF	:30 9	\$425.00LV2	0.00 NM	9	\$3,825.00
ELLENE							
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays Spots/Week MTWTF 9						
E 4 8 10/02/12 10/08/12	Live w/Kelly CM Live w/Kelly	9-10a MTWTF	:30 5	\$1,050.00LV1	0.00 NM	5	\$5,250.00
KELLY	•						
Start Date End Date	Weekdays Spots/Week						
Week: 10/02/12 10/08/12		\$1,050.00 0.00		AT COO COLLY	0.00 1/14		05 000 00
E 5 8 10/07/12 10/07/12	Sun 9-10p CM The Good Wife	9-10pS	: 30 1	\$5,600.00LV1	0.00 NM	1	\$5,600.00
GOOD WIFE	The Good while						
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/01/12 10/07/12	s <u>1</u>	\$5,600.00 0.00					
E 6 8 10/02/12 10/08/12	Craig Ferguson CM	1237a-137a MTWTF	:30 5	\$125.00LV2	0.00 NM	5	\$625.00
	Craig Ferguson	(12:37 XM-1:37 XM)					
C FERGUSON	Maria de la como de Antonio	Date Dating					
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays Spots/Week MTWTF 5						
		CBS Sunday MorniS	:30 1	\$350.00LV2	0.00 NM	1	\$350.00
E 7 8 10/07/12 10/07/12	CBS News Sunday Morning	OBS Sullday WolfieS	.50 1	\$550.00L¥2	0.00 14.01	•	\$ 000.00
SUN MORN	obe items outling, monthing						
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/01/12 10/07/12	S 1	\$350.00 0.00]		
	 .				Totals	30	\$17,950.00